

FROM THE VAULT: The Complexity of Purpose

What Is Purpose?

Purpose translates to vision and gives you a reason to get up in the morning.

Purpose carries with it the momentum to move you through the barriers that would otherwise slow you down.

Purpose Has a Catch...

Purpose is the reason for which something exists or is accomplished; it is a means to an end.

Most people resist being a means to an end because they want to be the end.

Real purpose demands sacrifice and service to something beyond oneself. It's found just across the border of "what's in it for me?"

Instead of asking yourself, "What is my purpose?" start asking yourself, "Who am I here for?"

Purpose Has a Price...

Purpose requires you to be willing to say no to yourself, your interests, and your plan so you can say yes to something bigger.

Purpose-driven decisions come with short-term cost but lead to long-term influence and credibility. You cannot have meaning in life if you are not willing to become a means to an end that is not yourself.

You don't know it until you experience it, but once you experience it, whatever sacrifice had to be made in order to get there is worth it.

THREE PRACTICES TO EMBRACE PURPOSE

Look at Everything Through the Lens of "Means":

- Anytime you make an end a "means," you embrace purpose.
- Nothing is a dead end if it's a step toward something greater; it just requires a small tweak in thinking.
- Even mundane tasks have purpose when viewed as a means to meaningful ends.

Pay Attention to What Stirs Your Heart:

- What do you find yourself thinking about when you can think about whatever you want to think about?
- What would you like people to line up at the end of your life and thank you for?
- Purpose often lies at the intersection of a stirred heart, opportunity, and skill.

Surround Yourself with On-Purpose People:

- Brain science shows we become like those we spend time with.
- Start surrounding yourself with people who embody the traits you prefer, because over time you will naturally pick up those traits.
- Associating with purpose-driven people will shape your behavior and beliefs over time.